

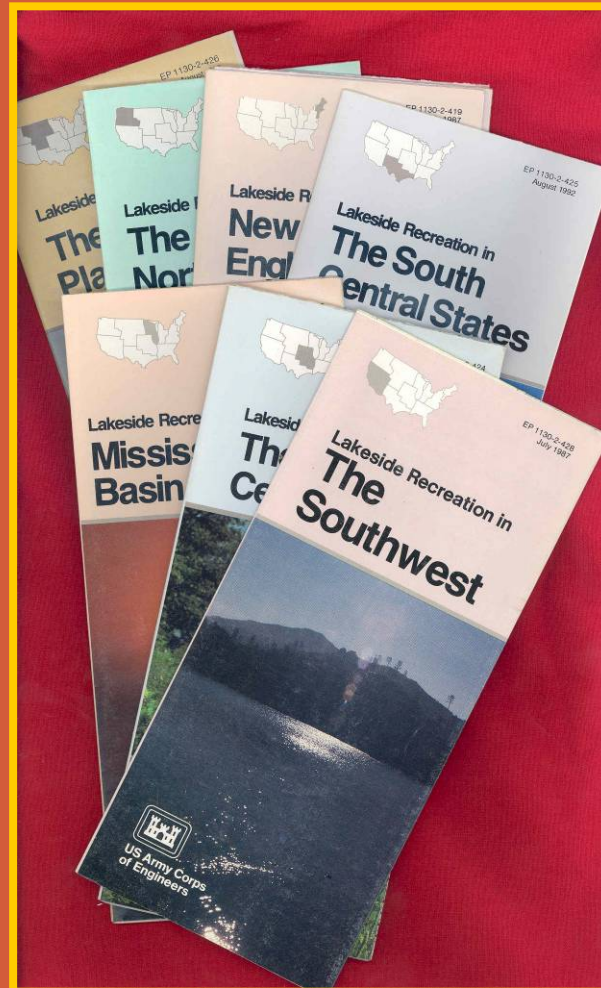


Communications Update

Recreation Leadership Advisory Team

August 2005

Previous Series

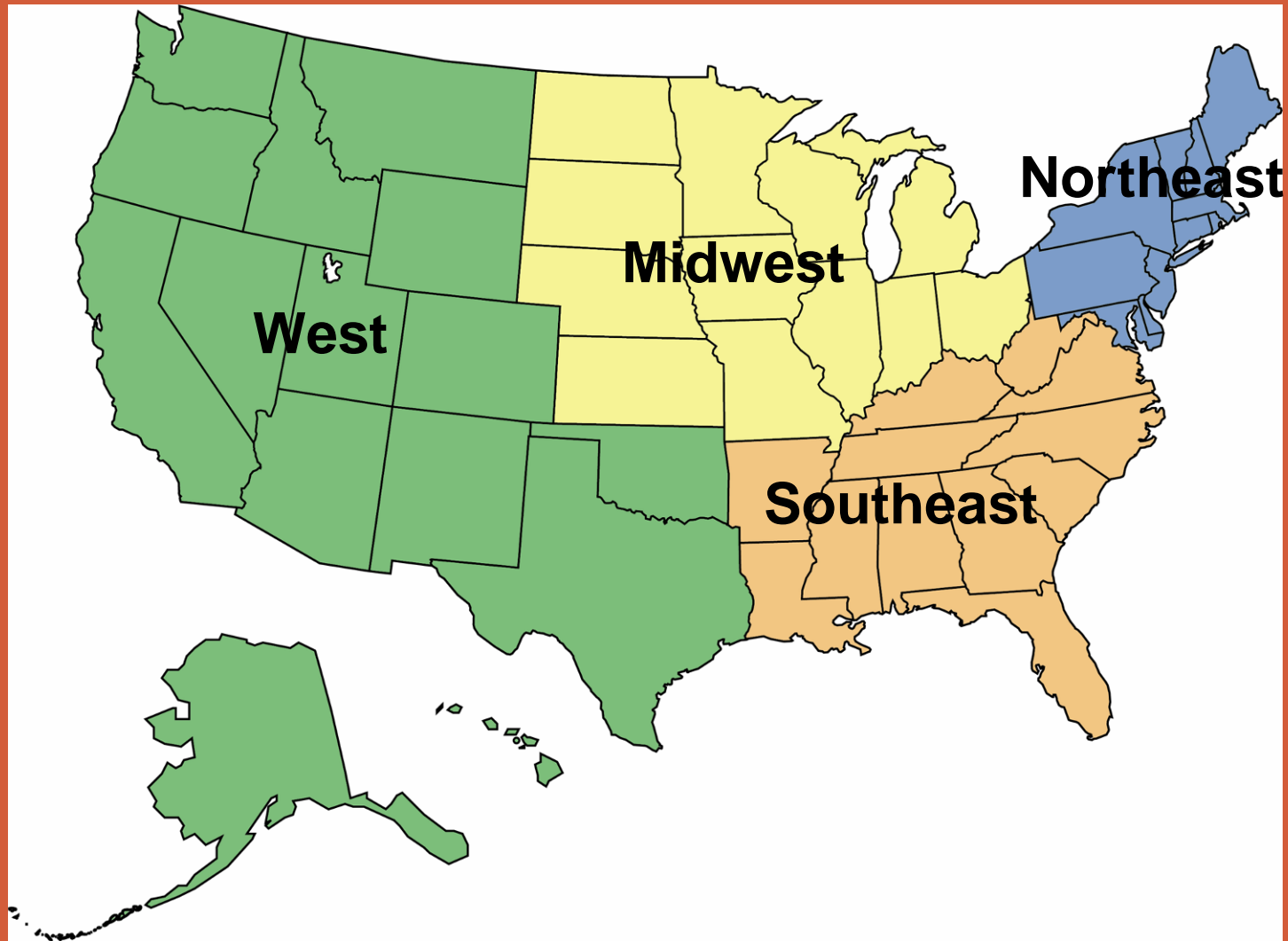


Brochure Fast Facts



- 4 Regional Brochures will replace existing Lakeside Recreation Brochures
- A National Campground Brochure has been created.
- Brochures are Customer-focused.
- Strategic, *CORP*orate communications messages are included.
- Template is transferable to lake brochures – “Corps branding”.

Regions



Color Proofs



Color Proofs



Traffic Meters 101



How To:

- Select traffic meters
- Place meters
- Use meters



Online training

Program Assessment Rating Tools



Recreation Last Year

Environment-Stewardship This Year



BEST Support Products



RecBEST and E-S BEST:

- User's Manuals
- Cliff Notes
- FAQ's



BEST Value Communications



Are we communicating:

- **The value of RecBEST and E-S BEST?**
- **Their CORPorate role?**

How can we improve this communication?





Doggone ...are we having fun yet?

Zelda Wisdom™

